

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, FEBRUARY 22, 1925

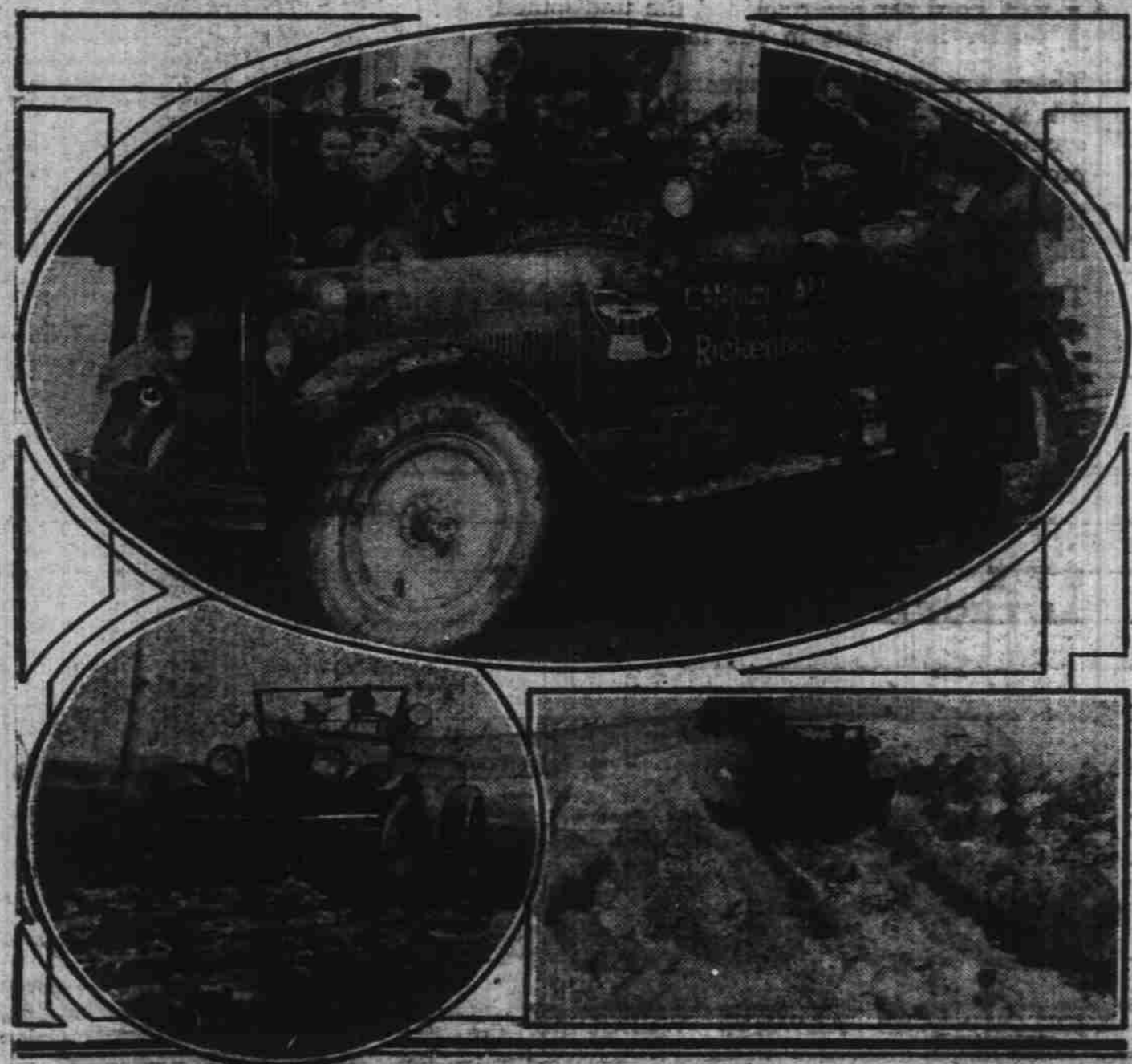


Auto News of the Day



RADIO BICYCLE MOTORCYCLE

CANNON BALL BAKER SMASHES ALL COAST TO COAST RECORDS



Upper—Speed fans greet Cannon Ball Baker at the completion of his record run from coast to coast. Lower Left—Plowing through a sea of mud and water in Kansas. Lower Right—Hitting snow in the White Mountains, Arizona, at forty miles per hour.

Cannon Ball Baker, ace of the American highways, driving his Rickenbacker six test car, the machine that recently broke all running time records from coast to coast, stopped in Salem, Wednesday afternoon, en route to Vancouver, B. C. Mr. Baker and his party, H. F. Van Horn, publicity man, and W. E. Erickson, mechanic, stopped at the F. W. Pettyjohn company while in the city. They are calling on Rickenbacker dealers and distributors.

The Rickenbacker six driven by Mr. Baker, chief test pilot, crossed the United States from New York to Los Angeles in 71 hours, 33 minutes, beating the combined actual running time of the three fastest trains by 8 hours, 41 minutes.

Using McKay chains for more than 1000 miles, over snow and sleet covered highways in the west, mud and slush in the middle west, snow and mountains in the west, Cannon Ball piloted his Rickenbacker test car on the most

severe and grueling run ever attempted, covering 3106.5 miles at an average of 43.4 miles per hour. Against three trains, the Pennsylvania 24 hour limited from New York to St. Louis, the Missouri Pacific from St. Louis to Kansas City and the Santa Fe from Kansas City to Los Angeles, using a minimum of 15 locomotives, Cannon Ball pitted his Rickenbacker and won by a high margin.

Had all highways been boulevards, the test run would not be so outstanding. From New York to St. Louis the roads are all paved but snow and sleet storms covered the surface with a glaze of ice that made traveling at high speed dangerous for the ordinary tourist. However, Cannon Ball with his four wheel mechanical braked Rickenbacker hit the eastern mountains in second gear, climbing to the top at 40 and 45 miles per hour, dropping into high and descending at 55 and 60 miles per hour.

As he rolled into St. Louis his average running time was 46.7 miles per hour, total running time being 20 hours, 57 minutes, which is 2 hours, 14 minutes faster than the Pennsylvania New York to St. Louis 24 hour limited.

Missouri, generally known as the missing link in highways between the two coasts, lived up to its reputation and presented some road that appeared impossible for any kind of speed. However, Rickenbacker equipped with Goodyear balloons, rolled over the rough rutted and in many places muddy and slippy roads at an average of 37 miles per hour.

Missouri slipped away in the distance as Rickenbacker and Cannon Ball flashed over Kansas, New Mexico and on to Springfield, Ariz. Here Mr. Baker encountered snow in the White Mountains; not impossible but just enough to present a real test for both car and driver. Sucking, plowing and plunging, Rickenbacker went through to Phoenix from Springfield in 7 hours, 44 minutes, an average of 32.68 miles per hour. Incidentally this is the first time in eight years that this route has not been open to general tourist traffic and Rickenbacker was the first car over the mountains this year.

Nearing the finish line at Los Angeles city limits, Baker ran into a very heavy dense fog that speed impossible. Rather than take the chance of injuring any one on the highway, he slowed down and barely crept into Los Angeles for the last 20 miles.

For many years the elapsed time record of two hours between New York and Philadelphia has remained unbroken. Many drivers in many different makes of cars have attempted to lower this time but it remained untouched until Baker and Rickenbacker flashed over the 80 miles in one hour and 43 minutes. It was a bitter cold night for such a run. Sleet and snow covered every inch of the road. The highways were cleared of all traffic, extremely cold and disagreeable weather, driving all tourists and even tractor drivers to shelter. With a clear highway and four wheel brakes as an absolute assurance of safety, Baker and Rickenbacker hung up a new record.

Again at Columbus, Ohio, Baker saw an opportunity to lower the elapsed time record between that city and Indianapolis, Ind. With practically the same conditions existing he held the accelerator to the floor board and Rickenbacker flew over the level ice glazed highways to Indianapolis in 3 hours, 5 minutes, beating the previous record of 3 hours, 31 minutes. The distance was 147.3 miles, which he covered at an average of 55.78 miles per hour.

Owing to the increasing traffic on the main highways, Mr. Baker rather than endanger the lives of tourists did practically only night driving, checking out of his controls about midnight and checking in between four and five o'clock in the morning. In this manner he was able to maintain an exceedingly high average without endangering the public.

MacDonald Says Auto Show at Eugene Good

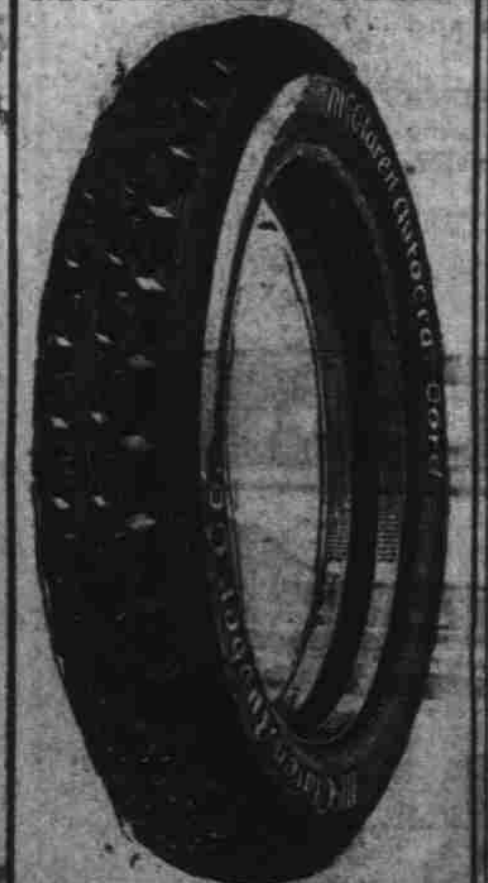
R. N. MacDonald, the Marmon dealer, has just returned from the auto show at Eugene with Mr. Bronaugh, of Bronaugh & Pendegrass, the Marmon agents in Portland, reporting that a very satisfactory show was held there from Tuesday 17 until Friday 20.

They brought with them three of the latest model Marmons, which are on display in the Salem show room, they also report the delivery of a Marmon coupe to Mr. Fred Stenshoff of the Valley Picking company.

Mr. MacDonald also reports Mr. Max Hofer took delivery of his seven passenger Marmon sedan at the factory in the east.

Recent statistics on intoxication indicate that the prohibition law has reached the point of saturation.

Profit by the experience of those who know. Use **McCLAREN CORD**



A Gripping Tread Design
"Jim" Smith & Watkins
Snappy Service
PHONE 44

OWNER BENEFITS BY ONE DESIGN

Dodge Brothers Engineer Cites Advantages of Constant Improvements

The wisdom of Dodge Brothers policy of constantly developing one basic design instead of bringing out a new model every year, is borne out emphatically in several ways, in the opinion of Russell Huff, director of engineering. Mr. Huff is also a member of the board of directors of Dodge Brothers.

"The best evidence, of course, is the quality of Dodge Brothers present product and the pronounced satisfaction of our one and a quarter million owners.

"Additional strong proof is supplied by the general inclination of the industry toward the same practice. I have heard more discussion of the subject during the last six months than ever before, and it has been particularly active since our advertisement, 'Constantly Improved—But No Yearly Models' appeared on bulletin boards and in magazines and newspapers all over the country.

"The public, which apparently had not previously given the subject much thought, was quick to sense the significance of such a policy, and comments from a thousand and one sources must have drifted back to other manufacturers. Our advertisement appeared just before the annual battery of new model announcements was turned loose, and naturally the contrast between Dodge Brothers policy and the general practice was made doubly vivid.

"But, even so, it was in inevitable development of the near future. John and Horace Dodge first thought of it ten years ago, when they began building their own car, and it is a surprise to me, in view of its many obvious advantages, that it has not been more generally adopted long since.

"Even the layman can understand how much better it is for the engineering department, for example, to be concentrating all its time and thought on the refinement of one chassis and one fundamental design, than to experiment continuously with something new for next year.

"It must also be apparent even to the outsider that constant changing from one design to another costs a tremendous amount of money. Dies and experimental work can easily entail an expenditure of several million of dollars, and if this has to be done every year, there is only one way to get the money back. That is by passing the charge along to the buyer of the car. Dodge Brothers save these costs and as a result are able to give buyers more for their money.

"Then there is always the factor of depreciation. If you buy a car in July and your manufacturer brings out an entirely different car in August, what happens to the value of your car?

"Oh, that's a last year's model, is exactly what you get whenever you propose to sell it. And the value is usually accordingly.

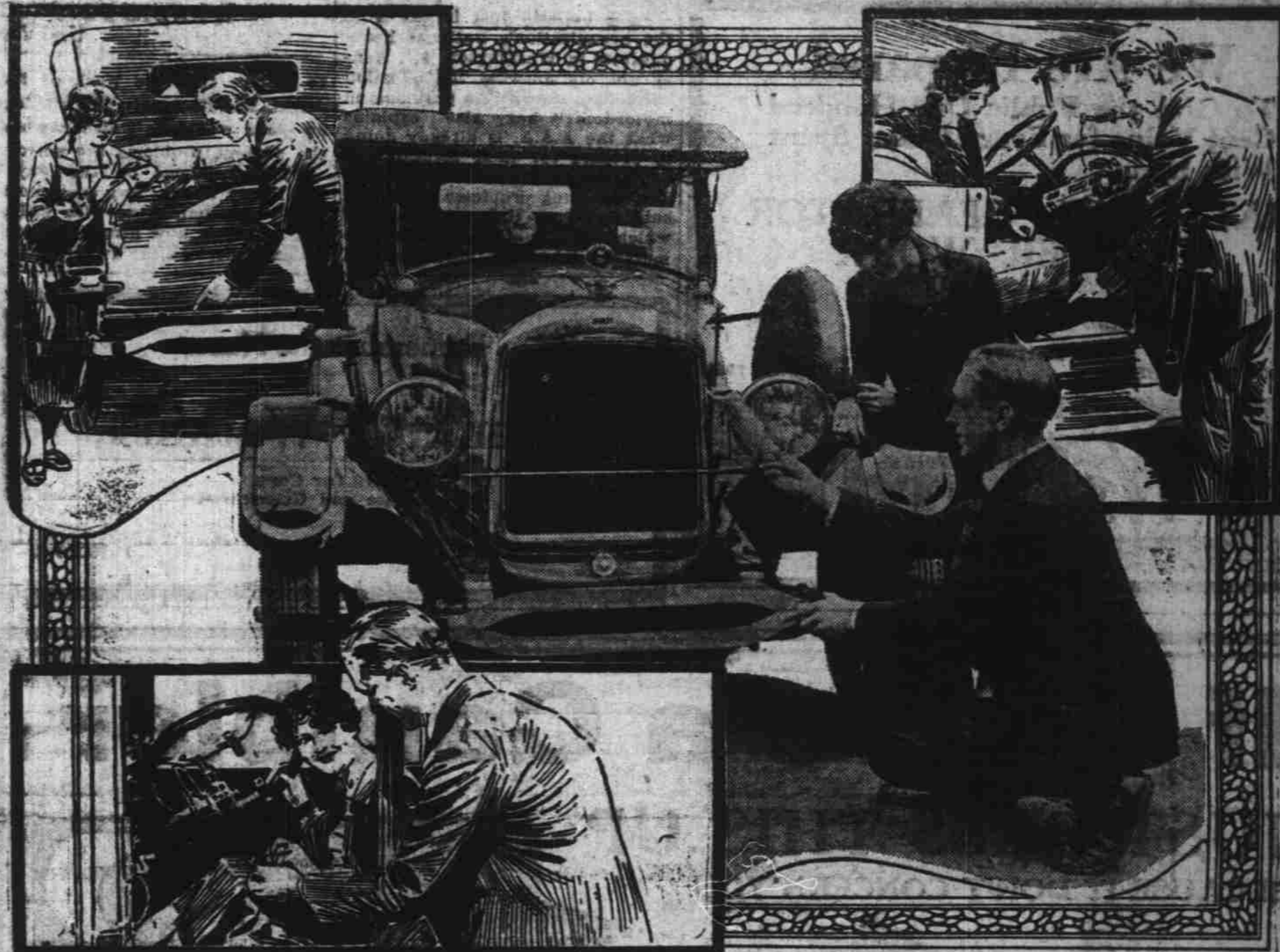
"So the buyer loses in two ways. He pays the extra price for the support of the model-year policy, and he also pays again when his car is relegated into obsolescence by the appearance of a new model.

"Little wonder the clamor for standardization is being taken up by the rank and file of the buying public.

"Everyone concedes that the real value of Dodge Brothers motor car is unusually high. Used car dealers are always anxious to have them in stock. There are times when they cannot be bought.

"This is largely due, of course, to the car's exceptional standing. It has the reputation of giving good service over a long period of years. But it is also true that people know it will not be radically different tomorrow than it is

Safety Devices Reduce Insurance Premium



Safety features on a car are a great driving help as well as a saving on insurance costs. Above sketches and photo show a Western Auto Salesman pointing out the fact that certain accessories reduce the insurance premium. An approved locking steering wheel reduces theft cost 15 per cent; bumpers front and rear cut collision 12 1/2 per cent and a fire extinguisher drops fire insurance 15 per cent.

More automobiles were stolen in the United States last year than all the cars owned in Germany, Austria, Turkey and Bulgaria. Many were also destroyed by fire and accident. It is consequently not surprising that various forms of insurance coverage have been devised to protect the owners against loss.

The most common forms of insurance are collision, fire and theft. In addition to the articles set forth in the policies there are numerous phases that are often unfamiliar to the average car owner. For instance, you can buy fire coverage for your car without theft but not theft without fire.

If you rent your car out to someone else your insurance is no longer valid.

Extra tires are covered under the terms of many policies, providing they are spare tires at the time of their theft. If they are left in the garage or not directly attached to the car they are not

considered spares.

The question is often raised by car owner as to whether or not their insurance applies if their car is stolen when they have neglected to lock it. Yes, the company pays the loss. The insurance underwriters allow 15 per cent discount from the theft premium, however, if the car is equipped with an approved locking device other than attached by the manufacturer. The combined locking and steering wheel has proven popular among motorists who desire to combine comfort and utility along with the savings on their insurance premiums.

On collision insurance a liberal discount is given if the car is equipped with bumpers that have been approved by the underwriters' laboratories. A front bumper discounts the premium 10 per cent. Bumpers, front and rear, reduce the insurance 12 1/2 per cent.

Fire insurance will be cut 15 per cent, too, if the car is supplied with a fire extinguisher. This is one item of equipment that every car owner should place in his car, not for the protection of the car alone, but to insure the safety of the passengers and the equipment that might be in the car at the time of the fire.

There are many other accessories that, while they do not reduce insurance premiums, are equally essential to safe motoring. A trip to a Western Auto Sup-

ply company store will reveal many more of these accident preventers as well as the accessories which reduce the insurance premiums. Skid chains make winter driving safe. Pedal pads keep the feet from slipping off the pedals, thereby averting an accident. Rear-view mirrors aid in watching the road behind. Windshield wipers are likewise needed, as many an accident may be traced directly to a "foggy" windshield.

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PACKARD

Now You May Own The Car of Your Dreams

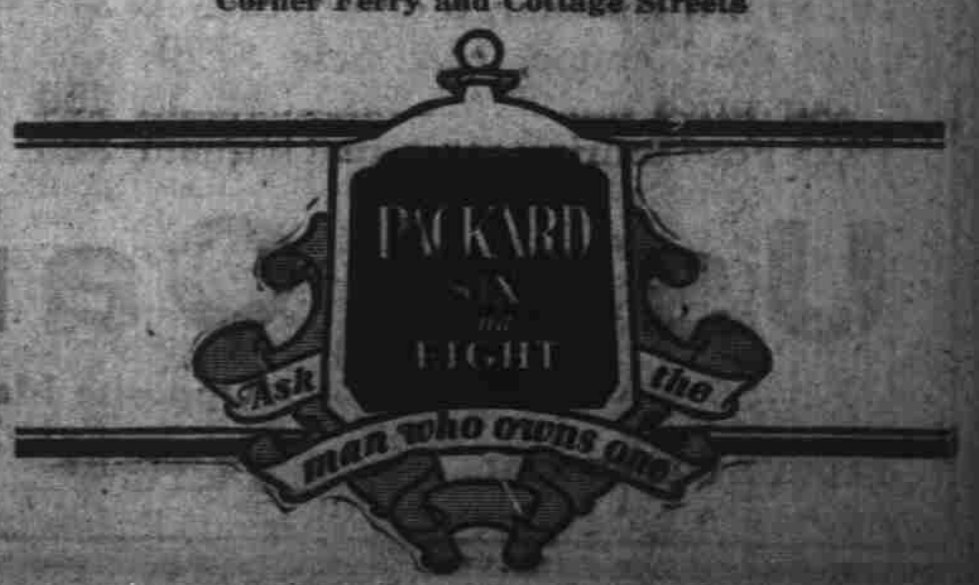
MANY of us have dreamed of the day when we could point with pride to the ownership of a Packard—an enclosed Packard. And now that day has come.

Packard Six enclosed cars are newly priced. Reductions range from \$640 to \$840. The Four Passenger Coupe is \$690 less—the Five Passenger Coupe is less by \$765.

These are unusual reductions. They are made the more remarkable by the fact that the Packard beauty of lines, perfection of finish and quality of chassis and body have not been changed in the slightest degree.

Your new Packard will be every inch a Packard. The price you pay for it will be no more than is asked for cars of lesser reputation and distinction—and the maintenance and depreciation will be much less.

Fred M. Powell
MOTOR CARS
Corner Ferry and Cottage Streets



Packard Battery Is Placed In Most Accessible Place

More and more automobile engineers are taking heed of the little things, the small details which mean much to the convenience and comfort of owners. In a Packard car, as an instance, it is unnecessary for an owner, wishing to have the battery of his car tested, to climb out and lift the front seat. The battery has been set into one of the front fenders at a convenient and accessible point.

Ford Company Announces Balloon Tire Equipment

Probably the most important news in automobile circles during the last week was the announcement that balloon tires are to be furnished as optional equipment on all types of Ford cars.

This is probably the greatest recognition given balloons since their introduction on the market, and should prove an impetus to their popularity.

The Ford Motor Company has long been interested in balloon tires and has been carrying on experiments with them for some time. Its decision to supply balloons comes only after severe tests which, coupled with the good results obtained by individual owners, have proven these tires to be thoroughly practical for Ford cars.

In comparison with the heavier steering with balloon tires, a spec-